

need market analysis reference
Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A method for collecting data to forecast sales in a supply chain, comprising:

a) receiving data from a plurality of stores of a supply chain utilizing a network, the data relating to an amount of goods sold by the stores;

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b) collecting information relating to a plurality of variables including at least historical performance of promotion products and current competitor activity; selected from the group consisting of: weather, competitor activity, a marketing calendar, cyclical sales, historical performance of products and elements of marketing support;

c) processing the data based on the information relating to the variables;

and

view show it plurality of stores
d) generating a forecast of sales for a plurality of the stores in the supply chain based on the processing; and

e) providing access to a supplier to the forecast of sales.

2. (Original) The method of claim 1, wherein the variables include each of weather, competitor activity, and a marketing calendar.

3. (Currently amended) The method of claim 12, wherein the information relating to the weather includes weather forecast.

4. (Original) The method of claim 1, wherein the information relating to the competitor activity includes a forecast of a promotion of a competitor.

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5. (Currently amended) The method of claim 1, wherein the variables include information relating to the marketing calendar includes a forecast of a promotion of the stores.

6. (Original) The method of claim 1, wherein the network includes the Internet.

7. (Currently amended) A system for collecting data to forecast sales in a supply chain, comprising:

a) logic for receiving data from a plurality of stores of a supply chain utilizing a network, the data relating to an amount of goods sold by the stores;

b) logic for collecting information relating to a plurality of variables including at least historical performance of promotion products and current competitor activity; ~~selected from the group consisting of: weather, competitor activity, a marketing calendar, cyclical sales, historical performance of products and elements of marketing support;~~

c) logic for processing the data based on the information relating to the variables; ~~and~~

d) logic for generating a forecast of sales for a plurality of the stores in the supply chain based on the processing; and

e) logic for providing access to a supplier to the forecast of sales.

8. (Original) The system of claim 7, wherein the variables include each of weather, competitor activity, and a marketing calendar.

9. (Currently amended) The system of claim 7~~8~~, wherein the information relating to the weather includes weather forecast.

10. (Original) The system of claim 7, wherein the information relating to the competitor activity includes a forecast of a promotion of a competitor.

11. (Currently amended) The system of claim 7, wherein the variables include information relating to the marketing calendar includes a forecast of a promotion of the stores.

12. (Original) The system of claim 7, wherein the network includes the Internet.

13. (Currently amended) A computer program product for collecting data to forecast sales in a supply chain, comprising:

a) computer code for receiving data from a plurality of stores of a supply chain utilizing a network, the data relating to an amount of goods sold by the stores;

b) computer code for collecting information relating to a plurality of variables including at least historical performance of promotion products and current competitor activity; ~~selected from the group consisting of: weather, competitor activity, a marketing calendar, cyclical sales, historical performance of products and elements of marketing support;~~

c) computer code for processing the data based on the information relating to the variables; and

d) computer code for generating a forecast of sales for a plurality of the stores in the supply chain based on the processing; and

e) computer code for providing access to a supplier to the forecast of sales.

14. (Original) The computer program product of claim 13, wherein the variables include each of weather, competitor activity, and a marketing calendar.

15. (Currently amended) The computer program product of claim ~~13~~14, wherein the information relating to the weather includes weather forecast.

16. (Original) The computer program product of claim 13, wherein the information relating to the competitor activity includes a forecast of a promotion of a competitor.

17. (Currently amended) The computer program product of claim 13, wherein the variables include information relating to the marketing calendar includes a forecast of a promotion of the stores.

18. (Original) The computer program product of claim 13, wherein the network includes the Internet.

22 { 19. (New) The method of claim 1, further comprising charging a fee to the supplier based on number of products sold. *obj. same as "goods" or different*

20. ✓ (New) The system of claim 7, further comprising a component for charging a fee to the supplier based on number of products sold.

21. ✓ (New) The computer program of claim 13, further comprising program code for charging a fee to the supplier based on number of products sold

22. (New) The method of claim 1, further comprising generating based at least in part on the data relating to the amount of goods sold by the stores a calendar of events at least in part for a planned promotion; and allowing to a plurality of members of the supply chain access to the calendar of events.

23. ✓ (New) The system of claim 7, further comprising
a component for generating based at least in part on the data relating to the amount of goods sold by the stores a calendar of events at least in part for a planned promotion; and
a component for allowing to a plurality of members of the supply chain access to the calendar of events.

24. ✓ (New) The computer program of claim 13, further comprising

computer code for generating based at least in part on the data relating to the amount of goods sold by the stores a calendar of events at least in part for a planned promotion; and

computer code for allowing to a plurality of members of the supply chain access to the calendar of events.

25. (New) A method for collecting data to forecast sales in a supply chain, comprising:

a) receiving data from a plurality of stores of a supply chain utilizing a network, the data relating to an amount of goods sold by the stores;

b) collecting information relating to a plurality of variables including at least historical performance of promotion products and ^{to hunt sales} cannibalization of at least one product that is not a part of a promotion but is offered for sale at a same time as the promotion;

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c) processing the data based on the information relating to the variables;

d) generating a forecast of sales for a plurality of the stores in the supply chain based on the processing; and

e) providing access to a supplier to the forecast of sales.

26. (New) A system for collecting data to forecast sales in a supply chain, comprising:

a) a component for receiving data from a plurality of stores of a supply chain utilizing a network, the data relating to an amount of goods sold by the stores;

b) a component for collecting information relating to a plurality of variables including at least historical performance of promotion products and cannibalization of at least one product that is not a part of a promotion but is offered for sale at a same time as the promotion;

c) a component for processing the data based on the information relating to the variables;

d) a component for generating a forecast of sales for a plurality of the stores in the supply chain based on the processing; and

e) a component for providing access to a supplier to the forecast of sales.

27. (New) A computer program for collecting data to forecast sales in a supply chain, comprising:

a) computer code for receiving data from a plurality of stores of a supply chain utilizing a network, the data relating to an amount of goods sold by the stores;

b) computer code for collecting information relating to a plurality of variables including at least historical performance of promotion products and cannibalization of at least one product that is not a part of a promotion but is offered for sale at a same time as the promotion;

c) computer code for processing the data based on the information relating to the variables;

d) computer code for generating a forecast of sales for a plurality of the stores in the supply chain based on the processing; and

e) computer code for providing access to a supplier to the forecast of sales.